

fashion calendar

File copy
4/28/58

january

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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET

NEW YORK 21, NEW YORK

TRAFALGAR 9-2343

1958

18th YEAR • A WEEKLY PUBLICATION

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, APRIL 27, 1958</u>			
April 27	DAYLIGHT SAVING TIME BEGINS—Sunday. (Move clocks ahead one hour.)		
April 27- May 3	NATIONAL BABY WEEK. Contact: Earnshaw Publications, 101 West 31st Street, LO. 5-2742.		
Monday April 28 11:30 A.M.	PRESS CONFERENCE: INTRODUCING NEW UNIFORM Lilly Dache and the Board Members of the National Mental Health Ass'n will have a press conference to launch Mental Health Week. Celebrities will model the new uniform, designed by Lilly Dache for NMHA volunteers. By invitation. Publicity: NMHA--Annette Van Howe, PL. 7-7800; Dache--Eleanor Lambert, MU. 8-2130.	MENTAL HEALTH ASS'N.; AND LILLY DACHE	METROPOLITAN CLUB 60TH & 5TH (3RD FL.)
Tuesday April 29 9:00 A.M.	FALL PREVIEW: COATS BY JOHN WEITZ Showing of John Weitz Fall collection for Printz-Biederman, an exclusive collection made of "bartalana" Italian wools. By invitation. Publicity: Bart Schwartz--Peggy Cantor, CH. 4-3789; John Weitz, LO. 3-4920.	BART SCHWARTZ INT'L TEXTILES (1407 BWAY)	SHERATON EAST (TRIANON) (FORMERLY AMBASSADOR)
Tuesday April 29 9:45 A.M. Breakfast	PREVIEW: CHEMISE- TRAPEZE MATERNITIES Preview for the press of Lane Bryant's chemise-trapeze maternity fashions. (<u>Note Change of Date.</u>) By invitation. Public showing for husbands, <u>Sat., May 3, at 1:30 P.M., 4th floor.</u> Publ: Paula Miller, LE. 2-0200.	LANE BRYANT	465 FIFTH AVENUE 10TH FLOOR
Tuesday April 29 11:00 A.M.	PREVIEW: "MISS BERGDORF" SUMMER FASHIONS Preview for the press of Galey & Lord cottons in "Miss Bergdorf" Summer fashions. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR
Tuesday April 29 4:00 P.M. Cocktails	PREVIEW: CHILDREN'S WEAR FOR FALL Fashion show of Mary Jane children's collection for Fall, made in Stein-Tex Fabrics. By invitation. Contact: LA. 4-0840.	MARY JANE, INC. (1350 BROADWAY)	SHERRY'S OPERA CLUB MET. OPERA HOUSE
Tuesday April 29 4:30 P.M. Cocktails	PRESS PREVIEW: BRIDAL AND BRIDESMAIDS' GOWNS Preview for the press of bridal and bridesmaids' gowns for Fall. Designed by Margaret Vaccaro. (<u>Note Change of Date.</u>) By invitation. Buyers, beginning Monday, May 5. Contact: Mr. Goldstein, BR. 9-9115.	"BRIDE TO BE" FASHIONS	1385 BROADWAY SHOWROOM - 16TH FLOOR
Wednesday April 30 8:30 A.M. Breakfast	BOYS' WEAR BREAKFAST MEETING Co-sponsored by BAMA and BABA, with leading boys' wear manufacturers showing from April 27 to May 1. By invitation. Contact: PE. 6-6244.	BOYS' APPAREL BUYERS' ASSOC.	HOTEL NEW YORKER TERRACE ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday April 30 9:00 A.M. Breakfast	PRESS PREVIEW: FALL KNITWEAR COLLECTION Fall collection of knitted dresses and costumes, designed by Rita Jacobs for Guttman Knitwear; also a group of bulky sweaters from Barca Knit. By invitation. (<u>Showing at 9:30 A.M.</u>)	GUTTMAN KNITWEAR; BARCA KNIT CORP.	HOTEL PIERRE COTILLION ROOM
Wednesday April 30 10:30 A.M.	PREVIEW: GUY LAROCHE FALL COLLECTION First showing of new Fall sportswear collection designed by Guy Laroche in Paris. By admission card only. <u>Trade--April 30 at 2:30 P.M.</u> ; May 1 and 2 at 10:30 A.M. and 2:30 P.M. Publicity: Ruth Notkins at Alan W. Bell, MU. 4-4705.	DUCHESS ROYAL LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday April 30 12:00 Noon Cocktails Luncheon	PRESS PREVIEW: FASHIONS IN MAN-MADE FURS Coats, suits and sportswear in man-made fur--Wink and Kissing Cousin--with designs by Bonnie Cashin, Jeanne Campbell, Mr. Gee, Hayette, Kasper, Main Street, Vera Maxwell, John Weitz. Commentator: Wendy Barrie. By invitation. <u>Buyers showing at 4:00 P.M.</u> Publicity: Barbara Stafford at Alfred Auerbach Associates, 4 East 53rd St., PL. 9-2310.	COLLINS & AIKMAN (210 MADISON AVENUE)	21 CLUB (21 W. 52 ST.) HUNT ROOM
Wednesday April 30 3:00 P.M.	PRESS PREVIEW: MATERNITY FASHIONS The fashion press is invited to a maternity fashion show and tea. By invitation. Publicity: Eileen Goldberg, TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	4TH FLOOR RESTAURANT
Wednesday April 30 4:00 P.M. Cocktails	PRESS PREVIEW OF EMPRESS CHINCHILLA FURS Showing of a fur for 12 months of the year--special creations by Stone & Stone. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	EMPRESS CHINCHILLA	SHERATON EAST (BLRM.) (FORMERLY AMBASSADOR)
Thursday May 1 9:00 A.M.- 11:00 A.M. Breakfast	PREVIEW: "DIRECTOR'S SUITES" FURNITURE A showing of "What Today's Well-Dressed Offices Are Wearing". Participating firms: Sloan's, Itkin Bros., Kittinger, and S. Lakow & Sons. By invitation. Contact: Peggy Yuliano, LO. 5-5700, Ext. 181.	F. SCHUMACHER & CO.	60 WEST 40TH STREET MAIN SHOWROOM
Thursday May 1 12:30 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING Subject: "The Teenager-Cosmic and Cosmetic"--first in a series of forums. Speakers: Dr. Tibor Koeves, Vice-President, Institute of Motivational Research; Donald B. Armstrong, Jr., Corporate Vice-Pres., McCann Erickson. Tickets: \$6.50, members; \$7.50, guests (one per member). Tickets limited to first 500. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT PALM TERRACE SUITE
Thursday May 1 1:00 P.M.- 4:00 P.M.	SUMMER FASHIONS BY ANNE FOGARTY Informal showing of Anne Fogarty's misses Summer fashions, size 6 to 14. <u>Also, Friday, May 2, same time.</u> Publ: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	7TH FLOOR YOUNG ELITE SHOP
Beginning Thursday May 1	SHOWING OF FALL SKIRT COLLECTION Custom-contoured "inner secret" skirts, featuring the chemise and trapeze. By appointment. Contact: Harriette Reines, LO. 3-7900.	SPORTEMPOS	525 SEVENTH AVENUE SHOWROOM - 17TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday May 4- May 8	FALL AND WINTER SHOE FASHIONS The 20th semi-annual showing of popular price shoes for men, women and children. Co-managers: Edward Atkins and Maxwell Field. Contact: MU.2-8705.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTELS NEW YORKER & SHERATON-McAPLIN
Changed May 6	LANE BRYANT'S PREVIEW OF CHEMISE-TRAPEZE MATERNITIES ORIGINALLY SCHEDULED FOR TUESDAY, MAY 6, HAS BEEN CHANGED TO TUESDAY, APRIL 29. (See Page 1).		
Tuesday May 6- May 8 10:30 A.M.	OPENING OF FALL BRIDAL COLLECTION Miss Eulalie designs her first collection of bridals, bridesmaids and mother of the bride fashions. By invitation. Contact: Florence Hamburger, BR.9-2680.	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday May 6 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOWING Showing of Summer styles by Loomtogs, available at Arnold Constable. Press by invitation. Public by reservation. Contact: Headwaiter, EL. 5-3000. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday May 7 12:00 Noon Luncheon	TWENTY-FIRST ANNUAL AWARD LUNCHEON Lord & Taylor presents their Twenty-First Annual Award Luncheon, with Miss Dorothy Shaver presiding. Price: \$7.00. (<u>Note Change of Date.</u>) Contact: Mrs. Elizabeth Christenson, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Wednesday May 7- May 17	SECOND ANNUAL WORLD TRADE FAIR More than 3,000 exhibits displaying new products and raw materials from over 60 countries, showing the newest women's fashion imports in furs, shoes, textiles, accessories, leather, fabrics, sportswear from all over the world. Hours: <u>Daily</u> --11:00 A.M. to 11:00 P.M.; <u>Sunday</u> --1:00 to 10:00 P.M. Prices: Adults--\$1.50, Children--75¢. Contact: David Jacobson, United Public Relations, 120 East 56th St., PL. 1-3950.	U.S. WORLD TRADE FAIR	NEW YORK COLISEUM COLUMBUS CIRCLE
Thursday May 8 9:00 A.M. Coffee	PREVIEW: BONNIE CASHIN LEATHER FASHIONS Philip Sills' Fall collection of leather costumes designed by Bonnie Cashin. By invitation. Publicity: Maxwell-Gray, 527 Lexington Ave., PL. 3-5556.	PHILIP SILLS (39 WEST 37TH STREET)	MUSEUM CONTEMP.CRAFTS 29 WEST 53RD STREET
Sunday May 11	MOTHER'S DAY. Theme: "To Mom With Love." Contact: Arthur Freeman, 129 West 30th Street, LO. 4-4700.		
Monday May 12- May 14	NATIONAL HOME FASHIONS COUNCIL MEETING Scholarship luncheon, Guest of Honor Room, N.Y. Coliseum, 4th Floor -- <u>May 12--11:45 A.M.</u> , followed by tour of exhibits of U.S. World Trade Fair. <u>May 13 and 14--9:30 A.M.</u> : Sessions at League Headquarters, 767 Lex. Ave. <u>May 14--12:15 P.M.</u> : Luncheon in private dining room of "N.Y. News." Contact: Josephine M. Brush, TE. 8-5133.	NATIONAL HOME FASHIONS LEAGUE	767 LEXINGTON AVENUE & N.Y. COLISEUM
Tuesday May 13 9:45 A.M. Coffee	PRESS PREVIEW: FASHIONS FOR CHUBBY GIRLS "School's Out"--press preview of Summer fashions for chubbies. By invitation. Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT	465 FIFTH AVENUE 10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 13 4:00 P.M. Cocktails	PRESS PREVIEW: FALL COATS AND SUITS Huntleigh collection of suits, also introducing designer coats and suits by Charles Kleibacker. By invitation. Publ.: Gladys Steiner, PL. 1-6630.	HUNTLEIGH (1407 BROADWAY)	SHERATON-EAST (FORMERLY AMBASSADOR)
Wednesday May 14 9:00 A.M. Breakfast	PRESS PREVIEW OF FALL SPORTSWEAR Showing of sportswear for Fall designed by John Weitz, introducing the "Swing Line." By invitation. Contact: Minna Greenberg, LO. 3-4920.	JOHN WEITZ OF PRINTZESS SQUARE	HAMPSHIRE HOUSE COTTAGE
Wednesday May 14 12:00 Noon Luncheon	FALL COLLECTION OF CASHMERES Nannette will present their Fall collection of cashmere coordinates, coat ensembles for daytime and after-five, also decorated cashmeres. By invitation. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	NANNETTE CASHMERES	1410 BROADWAY SHOWROOM - 18TH FLOOR
Postponed May 14	THE FONTANA OF ROME FALL PRESS PREVIEW, SCHEDULED FOR MAY 14, HAS BEEN POSTPONED TO MAY 27 AT 3:00 P.M. (See Page 5.)		
Thursday May 15 12:00 Noon Luncheon	"YOUNG AMERICA" LUNCHEON SHOW "Young America-From Crib to College". Commentator: Kay Thompson. Chairmen: <u>Program</u> --Jane Trahey; <u>Children</u> --Marian Harris and Jane Stark. <u>Ready-to-Wear</u> --Margaret de Mille and Edith Raymond. Contact: CI. 7-3940.	THE FASHION GROUP, INC. WALDORF-ASTORIA (9 ROCKEFELLER PLAZA)	BALLROOM
Thursday May 15 4:00 P.M.	FALL OPENING: SUITS AND RAINCOATS Fall suit collection and imported raincoats. For press and resident buyers. By admission card only. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday May 19 4:00 P.M.	ANNUAL COTTON FASHION AWARD The Sixth Annual Cotton Fashion Award will be presented by Mayor Wagner to James Galanos. Showing of fashions by leading designers. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	LEADERS IN COTTON TEXTILES	GRACIE MANSION EAST END AVENUE
Monday May 19- May 24	28TH ANNUAL NATIONAL COTTON WEEK Contact: Richard Alexander or Margot Herzog, BR. 9-4920.	NATIONAL COTTON COUNCIL (112 W. 34TH)	THROUGHOUT THE COUNTRY
Tuesday May 20 9:00 A.M. Breakfast	FALL COLLECTION OF LEATHER FASHIONS Preview of Samuel Robert's Fall fashions in leather. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	SAMUEL ROBERT, INC. (1407 BROADWAY)	SHERATON EAST (BALLRM.) (FORMERLY AMBASSADOR)
Tuesday May 20 9:00 A.M. Breakfast	SUB-TEEN FASHION AND MERCHANDISING CLINIC Theme: "Phone-Set Fashions"--a complete promotional plan and market round-up. Admission by ticket only for trade, press and merchandisers. Publicity: Pat di Sernia, PL. 1-6900.	AMERICAN GIRL MAGAZINE	HOTEL NEW YORKER
Tuesday May 20 12:30 P.M. Luncheon	PREVIEW OF FALL SEPARATES Luncheon, followed by showing of Raissa Masket's "Inseparables" for Fall. By invitation. Trade continuous <u>from May 21</u> . Contact: BR.9-7160.	MASKET BROTHERS	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 20 2:30 P.M.	PREVIEW FOR PRESS AND RESIDENT BUYERS Showing of skirts and separates for Fall. By invitation. Publicity: Terry Mayer, BR. 9-6560.	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 20 4:00 P.M. Cocktails	PREVIEW: FALL JUNIOR COATS AND SUITS New junior coat and suit collection for Fall. For press and resident buyers. By invitation. Continuous thereafter in showroom. Contact: BR. 9-9223. Publicity: Margaret Hodge, PL. 5-7630.	CUDDLECOAT, JR. (500 SEVENTH AVE.)	SHERATON EAST (BLRM.) (FORMERLY AMBASSADOR)
Wednesday May 21 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL SPORTSWEAR Fall sportswear collection of separates and dresses designed by Greta Plattry. By invitation. Continuous thereafter in showroom. Publicity: Margaret Hodge, PL. 5-7630.	GRETA PLATTRY (498 SEVENTH AVE.)	SHERATON EAST (BLRM.) (FORMERLY AMBASSADOR)
Thursday May 22 10:00 A.M.	FALL COLLECTION BY JEANNE CAMPBELL Press preview of Jeanne Campbell's Fall collection of sportswear. By invitation. Contact: Ruth Hammer Assoc., EL. 5-7872.	SPORTWHIRL	SHERATON EAST (TRIANON) (FORMERLY AMBASSADOR)
Monday May 26 2:30 P.M.	PREVIEW: FALL COCKTAIL AND LATE DAY FASHIONS By invitation. Trade showings beginning Tuesday, June 3 at 10:30 A.M. daily. Contact: Bill Laird, LA. 4-8490.	EDWARD ABBOTT	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday May 27 9:30 A.M. Coffee	OPENING OF FALL COLLECTION Showing of Fall afternoon and cocktail fashions. By invitation. Contact: Marcella Wolfe, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday May 27 11:00 A.M.	PREVIEW OF FALL COATS AND SUITS Preview for press and buying offices. By invitation. Thereafter at <u>10:30 A.M., June 3, 4, 10, 11, and 17.</u> By appointment. Contact: Sally McDonald, LO. 4-3246.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 27 11:30 A.M.	PREMIERE SHOWING OF PETITE COLLECTION The new Mort Schrader "Jeunes Petites" collection for Fall, designed by Loet van der Veen, will have its first showing to press and invited guests. <u>Daily trade showings beginning June 5 at 12:00 Noon.</u> By invitation. Publicity: Betty Yarmon, LO. 4-9194.	MORT SCHRADER "JEUNES PETITES"	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 27 12:00 Noon Luncheon	PREVIEW: LATE DAY AND EVENING FASHIONS For press and resident buyers. By invitation. Trade showings beginning Monday, June 2 at 12:00 Noon (luncheon). Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday May 27 3:00 P.M.	PRESS PREVIEW OF FONTANA FASHIONS Fall and Winter boutique and custom exports. Micol Fontana will be present. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	FONTANA OF ROME	HOTEL PLAZA PRIVATE SUITE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 27 3:30 P.M. Champagne	PREVIEW OF FALL DRESS COLLECTION Fall "Shades and Shapes for '58" will be presented to press and resident buyers. By invitation. Contact: Helene Towers, MU. 3-6955.	MAX LAWRENCE, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday May 28 11:00 A.M.	FALL COLLECTION BY HELENA BARBIERI Preview of cocktail and formal wear. By invitation. Thereafter Tues., Wed., Thurs., at 9:30 A.M., commencing June 3. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday May 28 11:00 A.M.	PREVIEW OF FALL COATS AND SUITS Preview for press and resident buyers. By invitation. <u>Trade showings beginning June 3 at 11:00 A.M., Tues., Wed., Thurs.</u> Contact: Herbert Gallant, LA. 4-7285.	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Wednesday May 28 12:00 Noon Luncheon	PREVIEW FOR PRESS AND RESIDENT BUYERS Fall collection of young fashions, 6 to 14, for cocktail and late day wear. Daily trade luncheon showings at 12:00 Noon, <u>beginning Tuesday, June 3.</u> Contact: Teal Traina, CH. 4-6030.	MISS AMERICA CORP.	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday May 28 2:00 P.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. <u>Trade showings beginning June 2 at 2:00 P.M. daily.</u> Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	REMBRANDT FROCKS	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday May 28 2:00 P.M.	OPENING: FALL COLLECTION The Fall collection, designed by Belle and Will Saunders, will be shown to the press. <u>Trade showings beginning June 5 at 11:30 A.M. daily.</u> By invitation. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday May 28 2:30 P.M.	PRESS PREVIEW: FALL COAT COLLECTION Fall coat collection designed by Murray Nieman. By invitation. Publicity: Ruth Hammer, EL. 5-7872.	MURRAY NIEMAN, INC. (252 WEST 38TH STREET)	HOTEL PLAZA STATE SUITE
Postponed May 28	THE HAYETTE JR. SHOWING, SCHEDULED FOR MAY 28 AT 4:00 P.M. HAS BEEN CHANGED TO MONDAY, JUNE 2, AT 2:30 P.M. (See Page 7).		
Wednesday May 28 4:30 P.M. Champagne	PREVIEW: JAMES BALDWIN FOR GOLET The Fall collection of coats and suits by James Baldwin in "bartalana" Italian wools. For press and buying offices. By invitation. Contact: LA. 4-5512. Publicity: Peggy Cantor, CH. 4-3789.	BART SCHWARTZ INT'L TEXTILES, LTD.	225 WEST 39TH STREET GOLET SHOWROOM-12TH FL.
Wednesday May 28 7:00 P.M. Dinner	AMERICAN SPORTSWEAR DESIGNER AWARDS Third Annual Awards will consist of "the Sporting Look Award," and the "Designer of the Year Award," and presented to winning designers. By invitation only. Contact: Eleanor Montville, JU. 6-1212.	SPORTS ILLUSTRATED MAGAZINE	ST. REGIS HOTEL ROOF

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 29 10:30 A.M.; 11:30 A.M.	PREVIEW: FALL DRESS COLLECTIONS Leonard Arkin's Fall collection at 10:30 A.M.; Andrew Arkin's at 11:30, followed by noon luncheon. By invitation. Trade showings beginning Monday, June 2, at the same hours. Contact: Lois Lapper, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
May 30	MEMORIAL DAY HOLIDAY (Friday).		
Monday June 2 11:30 A.M.	PRESS PREVIEW: FALL COAT & SUIT COLLECTION By invitation. Trade Tuesdays, Wednesdays, Thursdays, at 10:30 A.M. Contact: Larry Carmel, LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

<u>MONDAY, JUNE 2</u>			
Davidow, Inc.	By appointment. 550 7th (21 Fl) PE. 6-6909
Sport-Craft, Inc.	2:30 P.M. 550 7th (12 Fl) LA. 4-9724
<u>TUESDAY, JUNE 3</u>			
Lloyd Weill	10:30 A.M. 498 7th (22 Fl) LO. 5-3041
<u>WEDNESDAY, JUNE 4</u>			
David M. Goodstein, Inc.	10:30 A.M. 550 7th (24 Fl) LA. 4-2577
Zoltan-Rosenberg Co.	2:30 P.M.,	
(Vera Stewart Originals).	by appointment. 550 7th (22 Fl) LA. 4-6691

Monday June 2 2:30 P.M.	PREVIEW OF FALL JUNIOR DRESSES For press and resident buyers, by invitation. (<u>Note Change of Date and Time.</u>) Publicity: Terry Mayer, BR. 9-6560.	HAYETTE	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday June 2 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Attendance by invitation only. <u>Trade showings beginning Tuesday, June 3, 1:00 P.M.</u> Contact: LO. 3-0988. Publ: Vera Bacal-Fredy Schey, PL. 3-8421.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday June 2 4:00 P.M.- 7:00 P.M. Cocktails	"YOUNG VIEWPOINT" FALL COLLECTION "Where's My Lines!"--showing of "Young Viewpoint" fashions at annual Fall show. For press and buyers. By invitation. Contact: Arleen Fischer, CH. 4-4131.	GINSBURG & ABELSON (1400 BROADWAY)	HOTEL PLAZA GRAND BALLROOM
Beginning Monday June 2	OPENING OF FALL COAT COLLECTION Contact: Alan R. Baron, PE. 6-8868.	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Tuesday June 3 9:00 A.M. Breakfast	PREVIEW OF FALL COLLECTION Dan Keller will present his Fall collection of casual dresses and ensembles designed by Liz Claiborne. By invitation. Continuous thereafter in showroom. Publicity: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC. (498 SEVENTH AVENUE)	HOTEL STATLER SKYTOP ROOM
Tuesday June 3 9:00 A.M. Coffee	PRESS PREVIEW: FALL COLLECTION By invitation. <u>Trade showings beginning Wednesday, June 4, at 2:30 P.M.</u> Contact: PE. 6-6983. Publicity: Eleanor Lambert, MU. 8-2130.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
<u>FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)</u> (The Member Firms of the Fashion Originators' Guild Will Introduce Their Fall Collections in a Two-Day Opening Period - June 3 and June 4)			
Beginning Tuesday June 3	BEN BARRACK, INC. HARVEY BERIN LTD. BRANELL. WM. FOX-VISIONI CORP. . . . ED GERRICK, INC. A. GOODMAN & CO., INC. . . DAVID E. GOTTLIEB, INC. . . GRABOIS. GROBE ORIGINALS, INC. . . . HARMAY MYRON HERBERT, INC. JOBERE, INC. JUNIOR SOPHISTICATES CO. . . NAT KAPLAN, INC. DAVID LEVINE CO. ROSALIE MACRINI, INC. . . . PAUL PARNES CORP. RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDHEIM, INC. . . . SUZANNE AUGUSTINE, INC. . . HANNAH TROY, INC. SAMUEL WINSTON, INC.	498 7th Ave. (7 Fl.). . . . 530 7th Ave. (7 Fl.). . . . 530 7th Ave. (27 Fl.). . . . 498 7th Ave. (18 Fl.). . . . 550 7th Ave. (7 Fl.). . . . 530 7th Ave. (17 Fl.). . . . 530 7th Ave. (4 Fl.). . . . 498 7th Ave. (5 Fl.). . . . 498 7th Ave. (16 Fl.). . . . 498 7th Ave. (22 Fl.). . . . 530 7th Ave. (20 Fl.). . . . 530 7th Ave. (20 Fl.). . . . 498 7th Ave. (4 Fl.). . . . 498 7th Ave. (21 Fl.). . . . 530 7th Ave. (21 Fl.). . . . 550 7th Ave. (11 Fl.). . . . 498 7th Ave. (10 Fl.). . . . 530 7th Ave. (12 Fl.). . . . 498 7th Ave. (7 Fl.). . . . 530 7th Ave. (20 Fl.). . . . 1 W. 47 St. (7 Fl.). 530 7th Ave. (2 Fl.). . . . 530 7th Ave. (11 Fl.). . . .	LO. 4-3923 PE. 6-0206 PE. 6-6983 CH. 4-2659 LO. 4-1820 WI. 7-4076 LO. 5-2727 CH. 4-2767 BR. 9-8394 PE. 6-5547 LO. 4-6830 PE. 6-1938 LO. 4-0462 LO. 5-4115 LA. 4-0237 CH. 4-2655 CH. 4-4600 WI. 7-6865 LA. 4-2877 LA. 4-7540 PL. 7-3465 LO. 3-0988 CH. 4-2617
Tuesday June 3 10:30 A.M.	OPENING OF FALL COLLECTION By invitation. Thereafter, June 4, 5, 9, 10, 11, 17, 18 at 10:30 A.M. Contact: Eleanor Rose, LO. 5-3041.	LLOYD WEILL	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday June 3 12:00 Noon Luncheon	OPENING: FALL COAT COLLECTION "Our Own Exclusive Fabrics With A Future"--showing at 12:00 Noon, followed by luncheon, daily through June 13. Continuous thereafter. By invita- tion. Contact: Dorothy Levine, CH. 4-3512.	LOUIS GOLDSTEIN CO., INC.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Tuesday June 3 1:00 P.M.	OPENING OF FALL JUNIOR DRESS COLLECTION The Fall dress collection, designed by Lee Evans and Jacques Demignot, will be presented June 3, 4 and 5 at 1:00 P.M. By admission card only. Contact: Jean Ring, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday June 3 2:00 P.M.	OPENING: FALL COAT COLLECTION Showing of the Originala Fall coat collection. By appointment only. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday June 3 4:00 P.M.	OPENING OF FALL COLLECTION Fall collection of dresses, suits and costumes at 4:00 P.M. daily. By reservation. Publicity: Pauline Greene at Charles J. Charney, PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 3 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION By invitation. <u>Trade showings June 4, 5, 6, 10, 12, 17 and 19, at 10:30 AM.</u> Contact: Estelle Marr, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday June 3 4:30 P.M. Cocktails	22ND ANNUAL COLLEGE CLINIC "Into The Campus-Sphere"--back-to-school fashions from August college issue. By invitation, for official tie-in stores. Contact: Maida Basner, PL. 9-2080.	MADemoiselle MAGAZINE (575 MADISON AVENUE)	HOTEL ASTOR GRAND BALLROOM
Wednesday June 4 10:30 A.M.	OPENING: FALL COLLECTION Arthur Jablow will present his Fall collection of suits, coats, costumes. By reservation. Showings thereafter at 10:30 A.M. Contact: Mrs. Lee Jablow, LA. 4-3404. Publicity: Rose Hilton, MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday June 4 3:30 P.M.	FASHIONS FROM AUGUST ISSUE "Look of Knowledge." Tickets: \$5.00. By invitation. Contact: Kay Corinth, PL. 9-8100.	SEVENTEEN MAGAZINE (488 MADISON AVE.)	WALDORF-ASTORIA GRAND BALLROOM
Wednesday June 4 5:30 P.M. Cocktails	SECOND ANNUAL COLLEGE FASHION SHOW "Ten Best Dressed College Girls In America"-- <u>fashion show at 6:30 P.M.</u> For retailers, by invitation. Publicity: Lucia Depew, LE. 2-7500.	GLAMOUR MAGAZINE (420 LEXINGTON AVENUE)	HOTEL BILTMORE GRAND BALLROOM
Thursday June 5 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL FASHIONS IN WOOL Special showing for press, resident buyers and N.Y. store executives. By invitation. Contact: Julie Buddy, LO. 3-5200. <u>Showings for out-of-town buyers, daily except Mondays, beginning June 3, breakfast at 7:30 A.M., show at 8:00 A.M. Admission by ticket only. Contact: LO. 3-5200, Ext. 322.</u>	MILLIKEN WOOLENS, INC. (1407 BROADWAY)	HOTEL STATLER BALLROOM
Friday June 6 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION By invitation and reservation. <u>Trade showings June 10, 12 and 17 at 11:00 A.M. Contact: Liz Bechtel, WI. 7-4968.</u>	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday June 9 2:30 P.M. Cocktails	PRESS PREVIEW: SCHIAPARELLI FALL FURS Mme. Elsa Schiaparelli will preview her Fall fur collection to the press. By invitation. Publicity: Alfred Davidson Assoc., PL. 5-0868.	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM
Thursday June 12 10:30 A.M.	PREVIEW: FALL AND WINTER FUR FASHIONS Fall furs, designed by Mr. John. By invitation. Publicity: Toni Woodward, MU. 8-4906.	MR. JOHN FURS FOR CHAMBERS SHERWIN	350 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Beginning Monday July 28	OPENING OF PARIS FALL-WINTER COLLECTIONS Members of the Paris Couture will open their Fall-Winter collections. Contact: Chambre Syndicale, 102, Rue du Faubourg St. Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE

MOVIES...MUSIC...THEATRE...BALLET

- Thursday
April 24 PREMIERE: "MARJORIE MORNINGSTAR" (Movie) RADIO CITY MUSIC HALL, 6 AV. & 50TH
The Herman Wouk novel comes to the screen starring Natalie Wood, Gene Kelly, Claire Trevor, Ed Wynn, Martin Balsam, Everett Sloane, Marty Milner, Carolyn Jones. Set against a New York background, the story moves from a lavish Central Park apartment to Bohemian Greenwich Village flats and lakeside Summer resorts. Directed by: Irving Rapper. Warner Publ.; Eve Siegel, CI. 6-1000. Music Hall Publicity: Fred Lynch, CI. 6-4600.
- Sunday
April 27
2:00 P.M. SALUTE TO FREEDOM POLO GROUNDS, 155TH ST. & 8TH AVENUE
Presented by American Committee for Israel's 10th anniversary celebration, featuring leading stars of movies, theatre and television as well as guests, Thomas E. Dewey, Herbert H. Lehman, Gov. Averell Harriman and Mrs. Franklin D. Roosevelt and the Brandeis University Chorus. Admission: \$1.15; Reserved seats: \$2.30, \$3.45 and \$5.75. Contact: OR. 7-6828.
- Monday
April 28 PREMIERE: "UNCLE VANYA" (Movie) BARONET THEATRE, E. 59TH ST. & 3RD AVE.
A benefit premiere performance for the Damon Runyon Memorial Fund for Cancer Research. The film, based on the successful off-Broadway play, stars: Franchot Tone, George Voskovec, Clarence Derwent, and introduces Dolores Dorn-Heft, winner of the San Francisco International Film Festival. Black tie. Tickets: \$5.00. Publicity: Jean Dalrymple, JU. 6-2828.
- Tuesday
April 29-
May 4 OPENING: "LE MALADE IMAGINAIRE" PHOENIX THEATRE, 2ND AVE. & 12TH STREET
Le Theatre du Nouveau Monde presents a repertory of plays by Moliere in French. The second production, "An Evening of 3 Farces", will be given May 6 through May 11. Publicity: Ben Kornzweig, CI. 6-0718.
- Tuesday
April 29-
June 7 OPENING: "THE FIRSTBORN" CORONET THEATRE, 230 WEST 49TH STREET
Katherine Cornell and Roger L. Stevens will present Christopher Fry's verse drama which deals with Moses and his struggle to free the Israelites from Egyptian oppression, starring Anthony Quayle and Katherine Cornell. Music: Leonard Bernstein. Costumes: Robert Fletcher. Publicity: William Fields, PL. 7-6846.
- Thursday
May 1 OPENING: "JANE EYRE" BELASCO THEATRE, 111 W. 44TH STREET
Courtney Burr, in association with Sterling Productions, presents Eric Portman as "Mr. Rochester" and Jan Brooks as "Jane Eyre", in Charlotte Bronte's immortal romance. Blanche Yurka also stars. Adapted for the stage by Huntington Hartford. Directed by: Demetrios Vilan. Scenery: Ben Edwards. Costumes: Motley and Frank Spencer. Music: Lehman Engel. Publicity: Phillip Bloom, CI. 4-5185.
- Monday
May 5-
July 5 OPENING: "THE VISIT" LUNT-FONTANNE THEATRE, 205 WEST 46TH ST.
Dramatic comedy featuring Alfred Lunt and Lynn Fontanne, story of the richest woman in the world who comes back to her home town to seek justice. Sponsored by Producers Theatre; the play is by Friedrich Duerrenmatt, adapted by Maurice Valency. Miss Fontanne's clothes: Castillo. Publicity: Barry Hyams, CO. 5-4784.
- Thursday
May 15 PREMIERE: "GIGI" (Movie) ROYALE THEATRE, 244 W. 45TH STREET
Based on the book and play by Colette, the film version will star Leslie Caron, Maurice Chevalier, and Louis Jourdan. An Arthur Freed production. Directed by: Vincente Minnelli. Music by: Alan Jay Lerner and Fredrick Loewe. Publicity: Jacobson-Harmon, CH. 4-1482.